



Passion.Drive.Focus.

University of Waterloo Engineering - Formula SAE Motorsports

WATERLOO  
RACING

When a race car flies by, your soul is stirred, palms sweat and knees weaken. The smell of an engine burning rich on a cold morning.



the pull of G-forces tugging at your innermost organs. the touch of the soft leather steering wheel, the pull of G-forces tugging at your innermost organs.



## The Challenge

Formula SAE (Society of Automotive Engineers), the world's largest collegiate engineering design competition, is attended by 140 universities from around the globe. The team is required to design, build, race and market a new open-wheel racecar from scratch each year.

## The Goal

To build upon Waterloo's competitive 19-year history, through evolutionary designs and optimization geared towards performance and co-operative involvement with industry leaders.

## The Competition

Held in Pontiac, Michigan every May, the competition is hosted by General Motors, Ford, Daimler Chrysler and SAE. Each competing car is evaluated based on:

- Acceleration
- Autocross
- Cost
- Design
- Endurance
- Fuel Economy
- Handling
- Marketing

## Purpose

Formula SAE is an educational project with no intrinsic source of income. Therefore, support from businesses is essential for the team's existence, viability and success. Formula SAE is a practical hands-on engineering experience that requires high-level of design skills, teamwork, project management, knowledge of various manufacturing processes and standards, and much more. Since 1986, many long-time sponsors have successfully recruited many of the team's award-winning team alumni into their renowned organizations.

## Team

The University of Waterloo Formula SAE Team consists of a core group of fourth year mechanical engineering students partnered with first, second and third year students from various engineering disciplines as well as other faculties.

## Exposure

Corporate sponsorship will provide a unique marketing opportunity for companies. The team, the car, and its family of supporters receive international, national, and local media exposure in the forms of TV coverage, newspaper articles, and magazine publications. The team and car are also exposed to thousands of students, staff, and faculty members on the Waterloo campus, along with the citizens of Kitchener, Waterloo, Cambridge, and Southwestern Ontario. The UW Formula SAE racecar is regularly displayed at large public events and trade shows including:

Canadian International Autoshow  
Molson Indy  
K-W Oktoberfest Parade  
Kitchener Santa Clause Parade  
UW Canada Day Celebrations  
K-W President's Golf Tournament

## Team History

The University of Waterloo has built an exceptional reputation at the annual competition. Our team has placed in the Top 10 eleven out of the past 19 years. In fact, in 2005, Waterloo was the top Canadian entry finishing 4th Overall. With your support, the 2007 Team is poised to become the Formula SAE World Champion.

## The Car

Each year, the team builds a new racecar, requiring extensive design, testing, and development time. Areas of enhancement include suspension, chassis, and engine systems. Our team has a proven international reputation for producing one of the best performing yet eye-catching cars on the racetrack.

## Engineering

The team encourages all students use the latest engineering tools in the design and analysis of the entire racecar system:

Computer Aided Design (Unigraphics)  
Finite Element Analysis (Hypermesh, ABAQUS)  
Computational Fluid Dynamics (ANSYS, TaskFLOW, CFX)  
Racetrack Dynamics Simulations (ADAMS)



2-Piston Brembo Braking System

Keizer 13" Aluminum Wheels

Penske Damping System

Ergonomic Carbon Fibre Seat

Steering Wheel Mounted LCD Display

2-Ply Carbon Fibre Nose Cone

# Join Us

Your support goes beyond just building a racecar. Your generosity in the form of monetary assistance, services, materials and/or equipment contributions will go into the development process of state-of-the-art automotive and technological advancements.

Instead of advertisement spaces on the car, companies can choose to be Donors and receive charitable tax-deductible receipts from the University of Waterloo.



## TITLE SPONSOR (+\$20,000)

RESEARCH IN MOTION

## PLATINUM SPONSORS (\$10,000 - \$19,999)

CYCLE IMPROVEMENTS  
HALLINK MOULDS

## GOLD SPONSORS (\$5,000 - \$9,999)

BES TOOL AND DIE  
UW FACULTY OF ENGINEERING  
UW DEPT. OF MECHANICAL ENGINEERING  
WATERLOO ENGINEERING ENDOWMENT FOUNDATION

## SILVER SPONSORS (\$1,000 - \$4,999)

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SAE

## BRONZE SPONSORS (Sub \$1000)

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